



Alexandra Dent

CONTENT DESIGNER | UX WRITER

/ALEXANDRAMDENT

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EXPERIENCE

Content Designer | Intuit (TurboTax)

SEPTEMBER 2022 - DECEMBER 2025

- Partner with designers, PMs, researchers, and engineers to define goals, weigh tradeoffs, and shape solutions balancing user and business needs
- Translate complex tax info into clear, actionable content that guides users through digital interactions including microcopy, adaptive content, landing pages, and hero sections
- Champion a customer-first perspective via accessibility, inclusivity, and consistent voice
- Present and review work with teams and stakeholders to align direction, test assumptions, and iterate on outcomes
- Apply content strategy to designs and wireframes, collaborating with visual designers to refine structure and align with product goals

Senior UX Writer | The Zebra

JUNE 2021 - JUNE 2022

- Simplified challenging insurance concepts into content that empowers confident user decisions, including onboarding, tooltips, microcopy, error states, and confirmation flows
- Shaped and delivered content strategy across product experiences, applying research and user-centered principles to maintain clarity, brand consistency, and engaging storytelling
- Updated and refined content design guidelines in collaboration with other UX writers
- Partnered with design, product, research, engineering, and agencies to align on solutions

UX Writer & Marketing Copywriter | Elephant Insurance

FEBRUARY 2019 - JUNE 2021

- Developed and maintained brand voice and tone, contributing to a standards guide for product and marketing content
- Crafted UX content across web, email, and product experiences, turning complex concepts into clear, easy-to-understand content guided by research and user-centered principles
- Wrote for ads, radio, and social media, balancing brand voice with audience engagement
- Collaborated with marketing, product, and other departments to align messaging, content strategy, and priorities
- Managed freelance writers, providing guidance, feedback, and quality control

UX & Content Designer | Freelance

SEPTEMBER 2015 - SEPTEMBER 2017

- Consulted with clients to translate their needs into intuitive, user-friendly websites
- Designed content and layouts to make sites clear, engaging, and easy to navigate
- Built websites on a no-code platform, enabling non-technical clients to manage and update their websites independently
- Ran client projects end-to-end, coordinating timelines, deliverables, and communication alongside other professional work

SKILLS

Content strategy Content design systems Information architecture Accessibility
UX visual design Cross-team collaboration User research Modular content
Prompt engineering Español conversacional

TOOLS

Figma FigJam Google Workspace Jira / Atlassian Miro Slack
Microsoft Office ChatGPT

EDUCATION

B.S., Mass Communications | Virginia Commonwealth University
Robertson School of Media & Culture
Concentration in Creative Advertising, minor in English Studies

